LEO BURNETT U.S.A.
AD# PSI 105-A3 HSQ# MQ7226 "JULY SWEEPSTAKES" PG 4/C (8x10 13/16) PSI, JULY 19, 1992
Printed in U.S.A.

BENSON & HEDGES OFFERS YOU A CHANCE TO WIN THE BEST OF AMERICA.

THE BENSON & HEDGES SWEEPSTAKES — AMERICAN STYLE.

Grand Prize:
America's premium luxury car.
The 1993 Cadillac Seville STS.

5 First Prizes:
An all-expense paid week for two at
The Breakers in Palm Beach, Florida.

25 Second Prizes:
A four-day weekend for two exploring the beautiful Sonoma County wine country.

500 Third Prizes:
Four delectable Maine lobsters
delivered fresh to your front door.

USE THE COUPON BELOW AND YOU'RE INSTANTLY ENTERED!

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Ultra Lights: 5 mg "Tar," 0.5 mg nicotine — Lights: Men. Box 10 mg "Tar," 0.8 mg nicotine; Soft 11 mg "Tar," 0.8 mg nicotine. Men. Soft & Box: 11 mg "Tar," 0.8 mg nicotine — Men. & Box 16 mg "Tar," 1.2 mg nicotine; Soft 17 mg "Tar," 1.2 mg nicotine av. per cigarette by FTC method

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OFFICIAL RULES - NO PURCHASE NECESSARY. 1. No one entered in the sweepstakes automatically wins any prize[illegible]

MANUFACTURER'S COUPON EXPIRES: 9/30/92

SAVE $2.00

ON ANY CARTON OR 4 PACKS OF BENSON & HEDGES 100's ONLY.

Complete the following for a chance to win.

Name:
Address:
City:
State: ZIP:
Regular brand smoked:

By entering this sweepstakes and signing below, I certify I am a smoker 21 years of age or older. I have read and understand the rules. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law. © Philip Morris Inc. 1992

Signature: (required) (birthdate)

See enclosed rules to enter sweepstakes without purchase.

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